

THE CONCEPT OF VALUE CREATION IN BLUE OCEAN STRATEGY AND LEAN MANAGEMENT

Krisztián Kis, Ágota Panyor

Institute of Economics and Rural Development, Faculty of Engineering, University of Szeged, Szeged,
Hungary
kisk@mk.u-szeged.hu

Abstract

The basic purpose of every business is to meet the needs of customers by gaining profits. At the same time, there is growing competition between companies in the various markets for the acquisition of buyers, which necessitates a higher level of customer satisfaction. The question arises: how can businesses increase their customer value and how an enterprise can offer products or services to consumers that they are more willing to pay than competing goods. The lecture seeks answers to the above questions by examining two management and organizational approaches, ways of thinking and philosophy, focusing on customer value creation.

The analysis focuses on the core elements of the Blue Ocean strategy and the strategic aspect of lean management. The concept, principles and key tools of customer value creation will be presented for both approaches and we will attempt to explore synergic opportunities of linking Blue Ocean Strategy and Lean Management. The most important result of the lecture is to outline how the two types of professional thinking and methodology can complement each other, how can integrate them to further increase customer value, thus contributing to the successful, efficient and sustainable operation of businesses.

Key words: customer value, value innovation, value creation